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March 5, 2014

TO: Each Health Deputy

FROM: Jonathan E. Fielding, M.D., M.P.H. *JEF*
Director and Health Officer

SUBJECT: **HEALTHY STORES FOR A HEALTHY COMMUNITY PRESS EVENT**

On March 5, 2014, the Los Angeles County Department of Public Health (DPH) will join the Pasadena Public Health Department, the City of Long Beach Health and Human Services, the Orange County Public Health Services, and other regional partners to launch "Healthy Stores for a Healthy Community." This initiative is a statewide collaboration between tobacco control, nutrition, and alcohol prevention partners to raise awareness about the impact of unhealthy products in the retail environment and promote positive changes that support healthier communities. The Los Angeles press event is one of thirteen that will take place throughout the state on this day.

During the press event, results from a new statewide survey on the availability and marketing of tobacco, alcohol and food products in the local retail environment will be released. Local survey data includes:

- Density of stores that sell tobacco and store proximity to schools;
- Pricing and types of tobacco products being sold in stores;
- Advertising and placement of tobacco, alcohol and food products;
- Availability of fresh fruits, vegetables and other healthy foods.

If you have any questions or need additional information, please let me know.

JEF:tg

c: Cynthia Harding
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